

1 of 6

Fax#

## NRCR IE 2012 SC=\*

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-6A	NEWS	:30	\$325.00	09/28-09/28	2	1	2	\$650.00	
		Buyline Comment: NEWS										
	2	M-TH	5A-6A	NEWS	:30	\$450.00	10/01-10/04	8	1	8	\$3,600.00	
		Buyline Comment: NEWS										
	3	F	6A-7A	NEWS	:30	\$1,000.00	09/28-09/28	2	1	2	\$2,000.00	
		Buyline Comment: NEWS										
	4	M-TH	6A-7A	NEWS	:30	\$1,000.00	10/01-10/04	8	1	8	\$8,000.00	
		Buyline Comment: NEWS										
	5	M-TH	7A-9A	TODAY SHOW	:30	\$1,500.00	10/01-10/04	8	1	8	\$12,000.00	
		Buyline Comment: TODAY SHOW										
	6	F	7A-9A	TODAY SHOW	:30	\$1,500.00	09/28-09/28	2	1	2	\$3,000.00	
		Buyline Comment: TODAY SHOW										
	*7	SA	6A-7A	NEWS	:30	\$350.00	09/29-09/29	2	1	2	\$700.00	
		Buyline Comment: NEWS										
		Station Remark: VZ LINE NA DT GOLF										
	*8	SA	7A-9A	TODAY SHOW	:30	\$625.00	09/29-09/29	4	1	4	\$2,500.00	
		Buyline Comment: SAT TODAY										
		Station Remark: VZ TP CHANGE -DT GOLF SAT TODAY AIRS 5-6A										

3

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

Daypart

: 30	\$500.00	09/30-09/30	1	1	\$500.00
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Rep Order# 6838638 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 105163

Printed: 08/06/2012 12:42 PM  
Last Received: 08/03/2012 4:16 PM  
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) N.R.C.C. IE  
Product NRCC IE 2012  
Estimate# 2958  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2958  
Flight Dates 09/28/2012 - 10/04/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	F	5P-630P	NEWS	:30	\$1,000.00	09/28-09/28	3	1	3	\$3,000.00	
				Buyline Comment: NEWS								
	21	M-TH	5P-630P	NEWS	:30	\$1,200.00	10/01-10/04	12	1	12	\$14,400.00	
				Buyline Comment: NEWS 3X/DAY								
	22	SA	5P-630P	NEWS	:30	\$650.00	09/29-09/29	3	1	3	\$1,950.00	
				Buyline Comment: NEWS								
	23	F	630P-730P	JEOPARDY/WHEEL	:30	\$1,000.00	09/28-09/28	2	1	2	\$2,000.00	
				Buyline Comment: JEOPARDY/WHEEL								
	24	M-TH	630P-730P	JEOPARDY/WHEEL	:30	\$1,300.00	10/01-10/04	8	1	8	\$10,400.00	
				Buyline Comment: JEOPARDY/WHEEL								
	25	F	730P-8P	J RALSTON	:30	\$800.00	09/28-09/28	1	1	1	\$800.00	
				Buyline Comment: J RALSTON								
	26	M-TH	730P-8P	J RALSTON	:30	\$900.00	10/01-10/04	4	1	4	\$3,600.00	
				Buyline Comment: J RALSTON								
	27	M	8P-10P	THE VOICE	:30	\$4,000.00	10/01-10/01	1	1	1	\$4,000.00	
				Buyline Comment: THE VOICE								
	28	M	10P-11P	REVOLUTION	:30	\$3,200.00	10/01-10/01	1	1	1	\$3,200.00	
				Buyline Comment: REVOLUTION								
	29	TU	8P-9P	THE VOICE	:30	\$4,000.00	10/02-10/02	2	1	2	\$8,000.00	
				Buyline Comment: THE VOICE								
	30	W	10P-11P	CHICAGO FIRE	:30	\$3,200.00	10/03-10/03	1	1	1	\$3,200.00	
				Buyline Comment: CHICAGO FIRE								

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Daybreak

BuyLine Comment: GRIMM

Buyline Comment: FTBL NIGHT IN AMERICA

Buyline Comment: SUN NIGHT FTBL

Buyline Comment: NEWS

Buyline Comment: NEWS

Buyline Comment: NEWS

2X/DAY

Buyline Comment: TONIGHT SHOW

Buyline Comment: TONIGHT SHOW

Buyline Comment: FALLON

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Product NRCC IE 2012  
Estimate# 2998  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

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& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
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Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	41	M-TH	1235A-135A		:30	\$250.00	10/01-10/04	8	1	8	\$2,000.00	
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Buyline Comment: FALLON

	42	SA	1130P-1A		:30	\$1,400.00	09/29-09/29	3	1	3	\$4,200.00	
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Buyline Comment: SNL

	43	SU	930P-10P		:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
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Buyline Comment: JEOPARDY

	44	SU	1135P-12A		:30	\$400.00	09/30-09/30	1	1	1	\$400.00	
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Buyline Comment: SPORTS NIGHT

---REPORT TOTALS---

Report Totals: 158 / \$154,650.00

---SALES MONTHLY TOTALS---

Sep 12: 61 / \$60,250.00 Oct 12: 97 / \$94,400.00

Sales Totals: 158 / \$154,650.00

Station Totals: 158 / \$154,650.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$417,973	CATV 0%	KBLR 0%	KINC 0%	KLAS 22%	KSNV 37%
		KTNV 15%	KTUD 0%	KVCW 1%	KVMY 3%	KVVU 22%
		XXXX 0%				

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12  
Demos RA35+

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-- CREDIT RISK --  
CASH IN ADVANCE